

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## United Arab Emirates

**Post:** Dubai

### Accomplishments Report

**Report Categories:**

Export Accomplishments - Other

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**Report Highlights:**

Over the past several months, OAA Dubai assisted several U.S. companies in gaining market access for their products by either providing them with trade leads or helping to win the release of their products held-up by local health authorities. Affected products were valued \$451,000.

## **General Information:**

- 1. OAA Dubai, helped win the release of beef and turkey bacon products valued at \$117,000**

In February 2013, Smith Packing Company, Utica, N.Y., contacted OAA Dubai seeking assistance to help win release of beef and turkey bacon products shipped to Dubai, UAE. The shipment was denied entry for having a label that included the word “Bacon” which is associated with pork, a prohibited product in Muslim countries. Further inquiries by OAA staff with Smith Packing revealed that product had been mislabeled. OAAF staff then reached out to the Dubai Health Department to explain that the imported items were Halal beef and turkey products. As a result, the products valued at \$117,000 were released.

- 2. OAA Dubai, Trade lead nets New York based Smith Packing Company, beef exports valued at \$120,000**

In February 2013, a major beef importer from Qatar contacted OAA seeking guidance and assistance on how he could import U.S. beef, following a ban on importation of Brazilian beef by Qatar, after the announcement of a BSE case in Brazil. OAA Dubai provided the Qatari importer with names of Halal beef suppliers active in the Middle East market. After learning about the company the Qatari company had chosen, OAA Staff reached out and briefed the company about Qatari rules and regulations governing importation of beef and other frozen products. Later, the Qatari importer reported to OAA Dubai that it had placed his first order of U.S. beef, to be consolidated with other frozen poultry products, from the New York based Smith Packing Company. The shipment was valued at \$ U.S. 120,000.

- 3. OAA Dubai, successfully negotiated the release of poultry leg quarters valued at \$34,000**

On December 22, 2012, a U.S. poultry exporter contacted OAA Dubai stating that his shipment of U.S. leg quarters had been rejected in Dubai as the Halal certificate indicated production date of December 17, 2012, while the export certificate indicated December 12, 2012, as the shipment date. After learning from the U.S. supplier that human error had caused the mistake, OAA Dubai convinced the Dubai Health Department to allow the U.S. exporter to send a revised Halal certificate with the correct production date. Consequently, the permission was granted and the exporter submitted a new certificate which was accepted by Dubai authorities, paving the way for the release of the shipment valued at \$ U.S. 34,000.

- 4. OAA Dubai, helped secured the release of poultry leg quarters valued at \$180,000**

In October 2012, a U.S. Poultry exporter from Atlanta, GA, shipped 6 containers of U.S. frozen leg quarters to a major importer/retailer in Abu Dhabi. The shipment was denied entry on the ground that the Halal certificate did not conform to UAE requirements. The U.S. supplier contacted OAA Dubai seeking help. OAA Dubai contacted Abu Dhabi health authorities and explained that the Halal certificate has been used by other

exporters to the UAE and other Muslim countries, and had been accepted since it contains all the necessary information required for Halal certifications. The explanation was well received by the concerned authorities, who then approved the release of the shipment valued at about \$ U.S. 180,000.